**January, 1957**



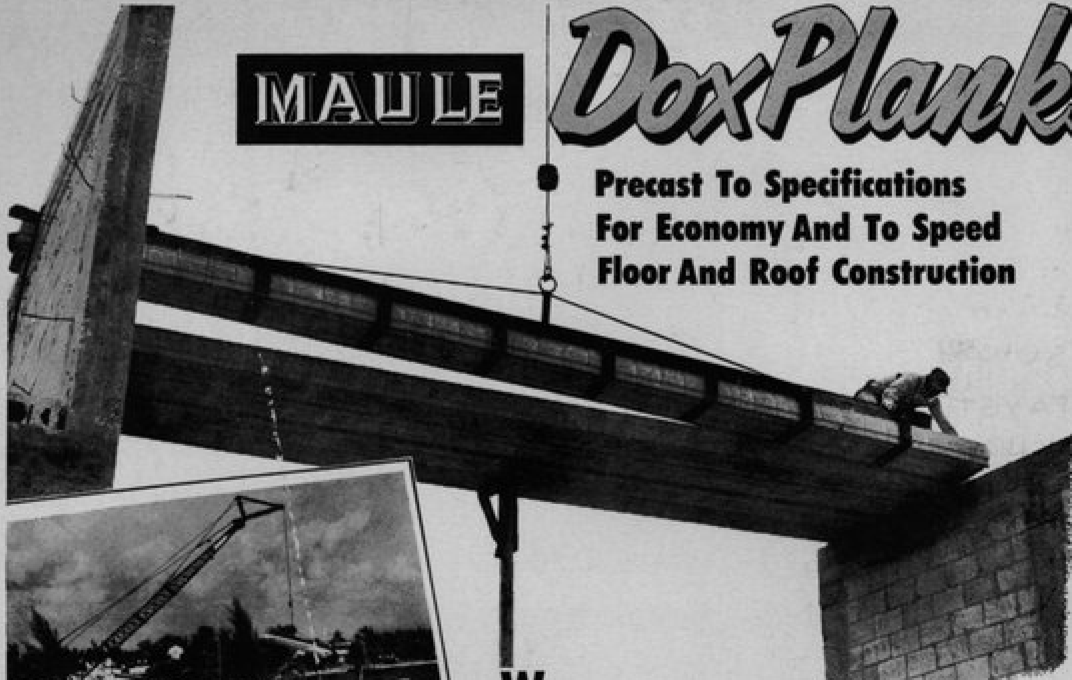


## Planning Progress...

*Presidents of the AIA, the FAA and all eleven of Florida's AIA Chapters comment on current affairs and look ahead to an especially active program for the AIA's Centennial Observation year . . .*

**THE PRESIDENTS' ISSUE**

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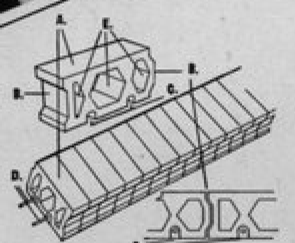


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OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS

# *The* Florida Architect

VOLUME 7 JANUARY, 1957 NUMBER 1

## CONTENTS



### THE COVER

**The FAA's new President for 1957, Edgar S. Wortman, will formally take over the administrative reins from Clinton Gamble, at the first 1957 meeting of the FAA Board of Directors January 12. The retiring president, who has served the FAA for two terms each as both secretary and president, assumes an advisory post as a member-at-large of the FAA Board.**

PUBLICATION COMMITTEE — H. Samuel Krusé, Chairman, G. Clinton Gamble, Igor B. Polevitzky. Editor — Roger W. Sherman.

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# Office Compensation for Public School Work

**Spot survey of County School Board procedures shows lack of standard policy, wide percentage variations in service compensation schedules.**

Average rates of compensation for architectural services on Florida's public schools are generally in line with schedules recommended by AIA Chapters throughout the State. Rates vary somewhat in different regions and sometimes vary from county to county in the same region. These variations apparently represent a satisfactory working compromise between architects and local school boards. But there seems to be no standard schedule of compensation that is recognized either by the State Department of Education or the majority of the State's 67 county school boards.

These facts were recently brought to light in an informal survey conducted by the FAA Executive Secretary's office at the request of Herbert C. Millkey, AIA Regional Director for the South Atlantic Region. This was a "spot survey" in that no attempt was made to assemble nor tabulate all minute details of the school compensation picture. A three-point questionnaire was sent to corporate members of the FAA's roster. It requested: first, copies of *"typical or recommended schedules of compensation for public school work"*; second, a notation on *"what services are covered by the fee schedule"*; and, third, indications of any special services or limiting provisions *"customarily made a part of the contract between public school boards and architects."*

Replies represented all sections of the State, but did not reveal specifically the architectural compensation policies of all county school boards. However, they did indicate that relatively few county boards have any definite compensation schedule which is customarily made part of an architectural service contract. Many either follow practices of neighboring counties, accept recommendations of local AIA groups on an informal basis, or designate compensation on the basis of negotiations covering each building project.

Generally speaking, architectural supervision is included in most compensation schedules or board policies. But, except in cases where boards have formally adopted such schedules, policies on this important part of architectural service are apt to be neither constant nor firm. Unfortunately school board personnel is sometimes bemused by the wand of local politics, but sometimes also a policy against supervision is merely the result of inexperience and lack of understanding on the part of board members.

Oddly enough, the seat of the most decisive stand against full architectural service is in a booming Gold Coast county. Broward County architects have long struggled not only for adequate compensation schedules, but for recognition of their supervisory function as necessary to the fully-rounded development of the county's school building program. Progress toward this end has been made; and indications are that ultimately the Broward County board will appreciate the many-sided values which can result from a reversal of their present position.

As indicative of compensation practice throughout the State, here are facts as reported by the survey replies:

**Dade County:**

Schedule of minimum fees ranges from 6 percent for projects under $100,000 to 5 percent for projects costing $1-million and over. Higher percentages are allowed, subject to negotiation, for alterations and additions to existing buildings or for design of buildings composed entirely of special-purpose rooms. Reductions of 1 percent for each $100,000 increase in building cost are set forth in schedule.

In cases where a building is to be duplicated on a new site, compensation equal to 15 percent of the basic

*(Continued on Page 4)*




In this five-acre industrial plant for the B & L Farms Co., Hollostone precast units have been used for columns, beams, wall, floor and roof members. Zurwelle-Whittaker, engineers; Linton Connor, builder.

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## Public School Work . . .

*(Continued from Page 2)*

schedule is allowed for re-use of drawings and specifications. For construction supervision of such a project a sum equal to 30 percent of the basic schedule is allowed. Where changes in drawings and specifications are required in view of new building conditions, the architect's compensation is subject to individual negotiation.

Architectural services under the Dade County schedule include engineering services necessary to the school design and complete architectural supervision of construction.

**Polk County:**

The school board's schedule here is specific enough to designate proportions of the architects total fee for preliminary drawings, working drawings and specifications, and supervision. The base schedule does not include all engineering services which may be necessary; and when mechanical or electrical engineers are required by the board, the architect is allowed an extra .75 percent of the building cost for such services.

Total architectural compensation ranges from 5 percent for projects costing $100,000 or less to 3 percent for those costing $1-million and over. The contract schedule also contains a re-use clause which provides for an adjustment downward *"to a total fee of not less than 2.50 percent"*, the final amount being subject to negotiation on the basis of *"the scope of adjustment required"* for each instance of re-use.

This schedule is comparatively recent, having been adopted in its present form in March, 1955.

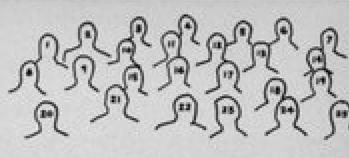
**Orange County:**

Provisions of the schedule adopted July, 1955, allow 6 percent of the first $50,000 or less; 5½ percent of the second $50,000 or part therof; 5 percent for the third $50,000 or part thereof; and 4½ percent of all

*(Continued on Page 31)*

## The FAA Convention---Ten Years Ago





**These 25 people made up the FAA's 32nd Annual Convention, held at the Soreno Hotel in St. Petersburg, November 15 and 16, 1946. This picture, contributed from the files of Franklin S. Bunch, identifies all but two of the 25. Names of these two — numbers 7 and 18 in the diagram — will be welcomed by both Mr. Bunch and the editor. Pictured are: 1, John Dodd; 2, Harry Lee Lindsey; 3, Russell T. Pancoast; 4, Francis R. Walton; 5, Winfield Lott; 6, Felix Benton; 7, Unidentified; 8, Malcolm Johnson; 9, William T. Arnett; 10, Henry L. Roberts; 11, Jack McCandless; 12, Gerard Pitt; 13, Donovan Dean; 14, Earl DeLoe; 15, Thomas Larrick; 16, Elliott B. Hadley; 17, Richard E. Jessen; 18, Unidentified; 19, James B. King; 20, E. F. DeLaHaye; 21, Franklin S. Bunch; 22, Franklin O. Adams; 23, Marion I. Manley; 24, A. Eugene Cellar; 25, E. Dean Parmalee.**


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# "A New Century Beckons..."

By LEON CHATELAIN, JR., FAIA,

President, the American Institute of Architects

I am delighted to have this opportunity to send a message to the Florida architects in this special "Presidents' Issue" of your splendid publication. Firstly, I would like to express my deep appreciation for the warm hospitality you showed me when I had the great pleasure of attending your fine Annual Convention a few weeks ago. It was an excellent meetong and I certainly enjoyed being with you for that occasion.

By the time this message reaches you we will be in our Centennial Year. I think we all can look back with pride on the many accomplishments of The American Institute of Architects and realize what our organization has done over the years to establish and maintain the very considerable prestige we now enjoy.

The high regard in which our profession is held today is largely the result of the efforts of many dedicated individuals who have given unstintingly of themselves towards its advancement. Through the years they have devoted much of their time and serious thinking towards improving the techniques and practice of architecture.

The little group of architects who met in New York one hundred years ago set forth these objectives of the Institute:

*" . . . to organize and unite in Fellowship the Architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific, and practical efficiency of the profession; to advance the science and art of planning and building by advancing the standards of architectural education, training and practice; to coordinate the building industry and the profession of architecture to insure the advancement of the living standards of our people through their improved environment; and to make the profession of ever-increasing service to society."*



**"I look forward to welcoming you to Washington in the spring . . . We look ahead with confidence to a glorious future. . . ."**

These high purposes appear in our by-laws and are just as challenging to a national professional organization of more than eleven thousand members in today's changing world as they were to the little society in New York City in 1857. We are a dynamic organization and we shall continue to work towards attaining them. Our Centennial year not only gives us the opportunity to share with the public our own pride in the achievements of the profession; it also will serve to focus attention on the important role to be played by the architect in shaping the environment for the future.

Most of you are probably familiar with the great plans that ALEC ROBINSON's Committee on the Centennial Observance have been developing over the past several years, so I'll merely touch on highlights of the year-long program. The actual date of the organization meeting of The American Institute of Architects will be duly commemorated with a ceremony in New York City. On February twenty-third, a bronze tablet will be unveiled on the exterior of the building now occupying the site of RICHARD UPJOHN's office, where the organization meeting was held.

Of major interest in the Centennial year will be the dramatic photographic exhibition at the National Gallery of Art tracing the progressive development of architecture in the United States over the past one-hundred years. This exhibition, which will open during the Centennial Celebration in Washington, D. C., in May, will remain on view in the gallery for several months. Subsequently it will be adapted for traveling and will be shown in important museums in the United States, Europe and Asia.

All arrangements for scheduling and handling the traveling exhibit in this country are being made by the Traveling Exhibition Service of the Smithsonian, so inquiries about it should be directed to MRS. JOHN POPE, the director of that service, Smithsonian Institution, Washington 25, D. C.

It is expected that the handsomely illustrated catalog of the exhibition will be sold at a nominal price on

*(Continued on Page 32)*

**INTER VIEW**

with EDGAR S. WORTMAN, AIA,

President, The Florida Association of Architects

# IT'S A YEAR FOR ACTION

**Q** — *Let's talk first about the organization of the FAA. Do you plan on continuing the efforts of the past two years toward integrating our State organization with the AIA's operational structure?*

**A** —Clint Gamble made progress toward this end — as far as he was able to go. I hope we can carry on the idea through a committee and finally achieve what Clint was working for.

**Q** — *Do you see the possibility of this being accomplished during this year?*

**A** — I'd hesitate to say it could be done that quickly. We can hope for that result; but from the hours of work I know Clint spent with the problem I doubt that FAA-AIA integration can be completed this year.

**Q** — *In the meantime, what is your feeling about improving coordination between various Chapters in our AIA region toward the end of developing a closer-knit regional set-up which AIA Director Millkey has spoken of?*

**A** — By other chapters, you probably mean the five chapters in Georgia and the Carolinas which with Florida's ten, make up the South Atlantic Region as it now exists. General cooperation, of course, is a fine thing for everybody concerned. But to me there are only certain phases of this inter-State chapter cooperation which could mean a great deal to us in Florida or to chapters in the other states. We are entirely different from them. Our areas have entirely different problems.

In that fact is one of the great reasons why the State of Florida should become a self-contained region of the AIA. On almost every basis of comparison Florida is different from the rest of the U.S. — especially South Florida — including our South Atlantic Region states. We're constantly faced with problems that don't come up with them; and they have problems we never have.

**Q** — *In these differences, then, you feel Florida is somewhat akin to Texas so far as the need for a regional set-up is concerned?*

**A** — Right. We should have our own region here. Actually we have a chapter majority of two-thirds in the present regional area. I believe there's a better recognition of Florida's AIA position now than formerly. Mr. Millkey gave evidence of that in Miami during the 42nd Convention. I think his apparent change of attitude has been due to the fact that he has attended three FAA conventions now and has seen what the FAA is doing and how it operates. Actually the FAA is right now a larger and more enthusiastic organization than the regional organization of the AIA.

**Q** — *Do you think the district set-up for FAA will be useful in strengthening organization activities during this year? Do you hope for more active participation of FAA district vice-presidents along these lines?*

**A** — The job of president of the FAA means nothing unless every FAA officer, every Chapter, every chapter officer and every chapter member give fullest cooperation to the workings of this ogranization. I am not going to try to do the whole job alone. I expect and hope and feel sure that every vice-president, every director, every committee member will do his utmost to help the FAA operate as an efficient, vigorous and productive organization.

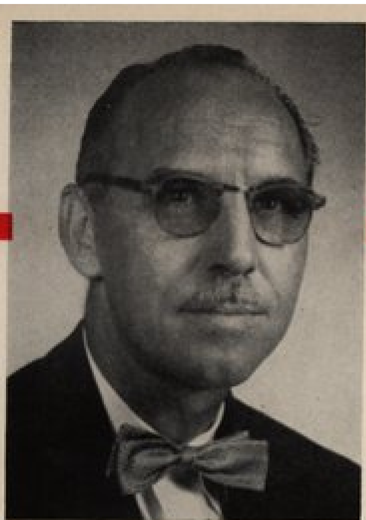
They have all indicated their willingness to do just that. So a great deal of the FAA's work load is going to fall on them. My real function isn't to sit at the top as "dictator." It's to coordinate the work of others, to let them do their jobs and help when I can.

**Q** — *Does that mean you're going to delegate execution of an FAA program to officers and committees and directors — almost entirely?*

**A** — That's really the only way they can do their jobs. We can develop an overall FAA program. But the actual carrying out of that program has got to be done on a district basis, a chapter basis, a committee basis. People in charge of such FAA units know their own areas of responsibilities. They know who people are and what's happening in their localities — so they can carry through and do the job that needs to be done right there.

**Q** — *Wouldn't this kind of staff-and-line organization tend to reinforce the self-sufficiency of the FAA along lines of regional operation?*

**A** — That's exactly right. But let's go a little further on that. With every FAA officer and director and com-



**ORGANIZATION: Florida should become a self-contained region of the AIA . . . FAA PROGRAM: The actual carrying out of that program has got to be done on a district basis, a chapter basis, a committee basis . . . PUBLIC RELATIONS: This is a legislative year so we're likely to be faced with almost anything . . . A fully State-wide program can be only as good as each Chapter and each chapter member wants to make it . . . The FAA should have a member on every State board or commission which touches our professional interests . . . JOINT COOPERATIVE ACTIVITY: I'd like to see it become fully State-wide by the end of this year. . . .**

mitteeman doing a real job in his own area or community, both the job and the individual are going to become better known not only in a particular community, but throughout the FAA district involved. And that's going to be a tremendous help in carrying on our public relations program.

**Q** — *Do you think the FAA needs any new or different organization structure to carry through the procedure you've outlined?*

**A** — I don't believe so. We already have a vertical committee set-up which should work well if everyone will do his own job with interest and cooperate with his associate committee-men. This vertical committee idea is still new. But so is our district vice-president setup. Both seem very good in theory — and I see no reason why they shouldn't work out excellently in practice, provided again that every individual involved shoulders the responsibility of actually completing the job he undertakes to do.

**Q** — *As you outline it, this vertical committee structure should work particularly well in carrying on an FAA public relations program?*

**A** — Right now it's hard to say what our public relations program will be for this year. This is a legislative year, so we're likely to be faced with almost anything. Naturally we ought to be prepared for it.

FAA officers and directors, Chapter officers and directors — these should make it a point to know every legislator, and to let them know in turn that Florida's architectural profession is strong and won't hesitate to ask for what it believes is right for the public and right for the profession. And legislators should also know that we expect their support of what we may be asking.

Now, a State-level program of public relations can only be as good as these FAA representatives make it. And certainly a fully State-wide program can only be as good as each Chapter and each chapter member wants to make it.

**Q** — *Are you suggesting that in order to be successful at the State-level any FAA program would need to be filtered down through the districts, chapters and committees—and would then necessarily depend for its success on individual chapter members?*

**A** — That's right. It's going to be up to the individual chapters to actually carry out a public relations program for the FAA.

**Q** — *What about professional reaction or opinion on various public questions? Will the FAA act as a spokesman for architects in this State?*

**A** — Well, I believe that the FAA should have a member on every State board or commission which touches our professional interests. I hope we can soon come to the point of even insisting on this. Professional policies could then be expressed by such members through guidance of the FAA Board of Directors. If a big problem arose, it's probable that any architectural representative would want an opinion from the FAA Board before making a stand for or against it. Through such a procedure I think the FAA could be of practical and direct assistance on many various matters concerning the State's welfare and development.

Of course, exactly the same procedure would hold good for matters at local Chapter levels. It's up to each Chapter to see that its membership is represented on building committees, zoning and planning boards, etc., right through the State in every community. That's one of the most effective ways to improve architects' relations with the public that I know of. It's really a part of a public relations program. And one of the most important parts, too. There is much more value in the personal contact part of any public relations program than there is in newspaper publicity.

**Q** — *Do you have a comment on the need for better internal public relations — closer contacts and more active cooperation between both groups and individuals in the FAA?*

**A** — There's certainly a need for that and I can think of two ways to meet it. One is by the greater use of editorial pages in *The Florida Architect* by chapter officers and committee people to report chapter affairs and discuss matters of value and interest to all FAA members. Much along these general lines can also be accomplished by more frequent meetings of the FAA Board — possibly with attendance of the various Chapter officers. By getting together more often, I believe we can keep on top

*(Continued on Page 10)*

of many matters of general public relations character.

The more work, the more responsibility we can give to each FAA director, the more interest he will have in doing a better job at both Chapter and State organization levels. Out of that will grow, I think, a better coordination between local Chapter interests and overall FAA activities. Also, as each Chapter officer and director learns about the interests and problems of other chapters, I think we'll get all the interest and cooperation we may need — automatically.

**Q** — *It's largely a matter of better communications then?*

**A** — Well, communication in person rather than by correspondence is what I have in mind. FAA directors have a direct responsibility in this connection. They are the link between chapter and state activities. They should actually represent their chapters in state affairs — and to do so they've got to be active in Chapter affairs and know what's happening. Then they can act effectively as Chapter representatives.

Also, they should be FAA representatives to their own individual chapters. Communication is a two-way street. Through FAA directors each chapter membership should be kept informed as to FAA Board activities, proposals, programs, etc. Then, as time goes on, the director can inform the Board of his chapter's stand on each question as it comes up.

**Q** — *That sounds like one method for achieving the coordination of Chapter activities brought up at the Miami Convention. Does that suggest you favor a more definite centralization of FAA administrative operations than has been generally possible in the past?*

**A** — That's the only way I know of to do this job. I think the office of the FAA Executive Secretary should be used as a channel for all information — from Chapters to the FAA Board, and the other way round. Naturally that's going to add a much greater work load on this office. That means help will be absolutely necessary — additional personnel and a bigger budget to meet such added expenses. It means adequate office space and equipment.

**Q** — *Do you see the possibility of accomplishing that this year?*

**A** — The possibility is there, of course. I can't say yet whether it can be fully realized within a year. I understand that office needs will be met in the new DuPont Plaza Building next fall through the fine cooperation of the building management and the Florida South Chapter. With architects' continued support of *The Florida Architect* and with future conventions showing the successful results of that in Miami, we can ultimately get everything we need.

Certainly I think additional personnel and facilities should be provided in one way or another just as soon as the FAA can possibly do it.

**Q** — *Have you any plans for effecting a stronger tie with other elements of the construction industry than now exists — with general contractors, engineers or other such groups?*

**A** — I would like to see our Joint Cooperative Committee FAA-AGC-FES become even more active than in the past. A great deal of progress has already been made. But many problems still need to be solved. Architects can't solve them alone; and the more cooperation we give the more we're going to get toward their eventual solution.

**Q** — *What particular problems have you in mind?*

**A** — Those involving such matters as legislation, planning and zoning procedures, building codes. Working together with the FAA, AGC and the FES can generate a lot more power than any group working alone. Jointly much can be done; and I hope the year will be very active along these lines.

**Q** — *In order to effect a cooperative stand on the kind of public questions you've mentioned, isn't it necessary to resolve differences which may exist between the individual groups?*

**A** — We've gone a long way on that point already — at both the State level and local level in certain quarters. Many differences that seemed big have proved to be minor when we actually got together to solve them

in a joint fashion. And we've improved public relations while doing so by avoiding bad publicity.

Right here I'd like to urge every FAA Chapter that has not already done so to take the initiative in starting a joint-cooperative activity with general contractors and engineers in their localities. The idea is too good — and too productive of good results — to be confined to just one State Committee and a few local ones. I'd like to see it become fully state-wide by the end of this year.

I believe that most differences between our three cooperative groups can be best worked out locally — as indicated by the success of the Palm Beach program. If this became general practice throughout the State, we would need to deal only with problems of policy and overall public interest at the State level.

**Q** — *Would you advocate expansion of this joint-cooperative movement into a construction industry council to include practically every element of building?*

**A** — That may come in time. But right now I feel there's enough of a job to do with what we have to work with. Our joint group should be allowed to accomplish some of the things already planned before we attempt to expand it a great deal, I think.

The FAA has much to do along many different lines. But if we spread out too fast, in too many different directions, each separate effort is going to be weak. I'd like to build up the strength and influence of what we've already started, then let expansion develop as needed.

**Q** — *As you know, the AIA has a committee now working on the matter of "package deals". Do you think this is a matter of important FAA concern in our State?*

**A** — I have little personal knowledge about this subject. So I can't answer the question until the FAA directors can give their views for the rest of the State. If it is as prevalent as some appear to think, then we'll get a committee together and really fight it.

Again, we come back to the need for each FAA director representing his own group on the Board. And the need also, for the directors to make their chapters take on jobs that are really within the Chapter's responsibility to do. A good example of that is the matter of professional mal-practice we've all heard about. The FAA should be kept constantly informed on situations in chapter areas — possibly even more than in the past. But prosecution of mal-practice is up to the State Board.

The Chapter's job is to collect data, background information — actual proof of mal-practice or violationss of the statutes — and turn it over to the State Board for prosecution. But chapter directors should keep the FAA Board fully informed on all points. In this way all chapters can have the benefit of knowing how such situations have been successfully handled in whatever chapter may be directly concerned.

# Florida South

## By WAHL SNYDER, AIA
### President



1957 — The Centennial Year — seems to me to be the year to acquire new bristles for the old broom and clean up all unfinished items that have been so nobly started in the past but time has not permitted their completion.

To start it off, we — as a Chapter — have worked many years toward a unified Building Code for Dade County. I would like to see that a reality.

Secondly, there is the Student Loan Fund to be financed and established for the purpose of encouraging new students in the architectural profession and to assist those already affiliated to continue their education.

We should strive to develop a higher standard of ethical practice among our members and to further their understanding of the responsibilities and obligations of an architect.

We must continue to develop and improve our public relations program not only to assist our government officials in their planning problems, but to bring to the public, in general, a better understanding of the value of the services of the architect.

Florida South Chapter has "grown up" — is now an adult chapter — and has proved in every way to be capable of being one of the leading chapters of the Institute. We have attained this enviable position through our great increase in membership and our active interest in civic affairs. We can retain this position by our members continuing to give of their time and talents to public matters, and by encouraging closer fellowship and unity of members within the Chapter, acting as a solid front, free from small cliques and sectional controversies.

We must look forward to and work diligently in sponsoring more Fellows in the Institute. We must learn to know each individual member of the Chapter better and understand his problems. Encourage him when he has proven himself worthy and help him if he wishes to progress.

For the first time in our history, we will have the fortune of having our own private offices, meeting and exhibition rooms in the new DuPont Plaza Building. This suite will contain not only all facilities for our own Chapter's functions, but also the offices of our official journal, *The Florida Architect*.

The year ahead may not prove to be the most spectacular one in our history. But I sincerely hope it will be one of the most satisfying years and one to which we can look back with a feeling of a job well done.

# Florida Central

## By ROLAND W. SELLEW, AIA
### President



As long ago as the early months of 1956 Florida Central Chapter has been laying the ground work for its 1957 Centennial Year observance. At its January, 1956, meeting FRANKLIN O. ADAMS, FAIA, was designated as Centennial Committee Chairman. It was hoped that the year's activities might be climaxed by bringing the 1957 FAA Convention to the Chapter area, this hope having been realized by the selection of Clearwater for that event.

Two important committees have been set up. The first is making arrangements for an Anniversary Meeting to be held in Tampa on Saturday, February 23rd, 1957. This meeting will take the place of the usual January meeting. The committee is co-chairmanned by ERNEST T. H. BOWEN II and ANTHONY L. PULLARA and its membership comprises the entire Chapter Executive Committee.

An outstanding speaker of State-wide stature will be the principal attraction at the evening banquet session. Every effort is being made to accomplish live television coverage for a one-hour period during the introduction and address of the evening. The afternoon business session of the Chapter will be preceded or followed by a seminar. While the topic of the latter has not been settled upon at this writing, it may well take the form of a discussion by civic administrators and architects of the architect's contribution and potentialities in civic affairs.

*(Continued on Page 14)*

## Florida Central . . .

*(Continued from Page 13)*

This Anniversary Meeting will be the kick-off of the observance of the Centennial Year and the Centennial Year Observance Committee, composed of the Chapter Executive Committee and augmented by a chairmen of all Chapter committees, will take over at that point. The Chapter Public Relations Committee, under the Chairmanship of Elliott B. Hadley, will contact all Chambers of Commerce in the Chapter area and obtain lists of all service clubs and similar associations.

These groups will be contacted and a speakers' bureau will be set up, to the end that every service club may hear a talk by at least one architect during the time from February 23rd to the 1957 Conention. A simple speakers' guide will be prepared which will outline a suggested list of items that may well be touched upon in each talk delivered. This will not be laid down in a manner to restrict the speaker's own topic selection or content of his talk, but merely as a possible means of achieving some semblance of a coherent theme to attach to each talk.

The part-time services of a public relations counsel may quite possibly be acquired to insure that good newspaper coverage is attained as to each talk delivered. By this means Florida Central Chapter hopes, and with good reason, to bring the architect into the public eye in a continuing fashion throughout the entire observance period such as has not been heretofore accomplished. The officers of the Chapter will expect and insist that every committee assignment is carried out in such manner as will insure the desired results.

The grand finale of the Centennial Year activities will, of course, be the FAA's 43rd Annual Convention in Clearwater, November 7, 8 and 9, 1957. Needless to say, specific arrangements for the Convention have not been made, but they will be reported on just as rapidly as available for publication. It also goes without the saying that no effort will be spared in making the next Convention an outstanding one. May I close this by saying, *"We'll be seeing you in Clearwater"?*

# Palm Beach



By HILLIARD T. SMITH, AIA
President

The officers and executive committee of the Palm Beach Chapter, at this time, have not formulated a specific program of operations for the coming year. This is partly due to a contemplated change in the number and type of meetings to be considered at a meeting subsequent to this writing. However, this writer would take this opportunity to set forth some of the philosophy which will guide our chapter organization during the coming year.

The true value of any professional organization is to provide a medium through which the members may better know and understand each other; improve professional standards, and render service to the community. We believe that the Palm Beach Chapter in past years has met this test and that by concerted effort of the members, together with thoughtful leadership, we can improve our position in the coming year.

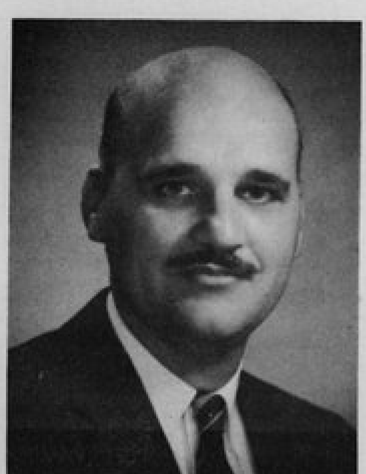
We shall try to stimulate thought-provoking discussion at our meetings so as to provide the membership a forum for an exchange of ideas.

To provide a better service to the building public, we must be well informed on modern materials and techniques. Therefore, we are planning several programs dealing with technical subjects of professional interest to the membership, because we feel that a better service means more satisfied clients and that satisfied clients are still the best public relations.

It has been said that community service is the rent we pay for the space we occupy in the community. The Palm Beach Chapter has, in the past, been instrumental, singly and through joint effort with others, in performing such community service. Outstanding in this was the study and recommendation of a uniform building code which has been adopted by most communities in Palm Beach County. Even more notable are the contributions made by individual effort through service on planning boards, zoning boards, contractor-examining boards, park commissions, etc., as well as members holding elective office. These efforts not only help the communities by providing knowledge and experience which one trained as an architect can offer, but serve also to demonstrate to the people of our communities what architects are and can do. It therefore is our feeling that a successful administration must encourage the membership to a more active participation in such community activities as well as use the full influence of our organization to see that such positions are made available on an even broader scale than at present.

We shall continue our policy of inviting all who are associated with our profession in this area and subscribe to the AIA standards of practice to join with us through membership in our organization to maintain and propagate such standards. Only through such an "open door" policy can we expect our ideals to grow and flourish as the new replaces the old.

No organization can be successful without an objective and ideals. Through the philosophy expressed here we sincerely hope, in the coming year, to have the strength and foresight to keep our ideals objective, and our objectives ideal.



# Florida North

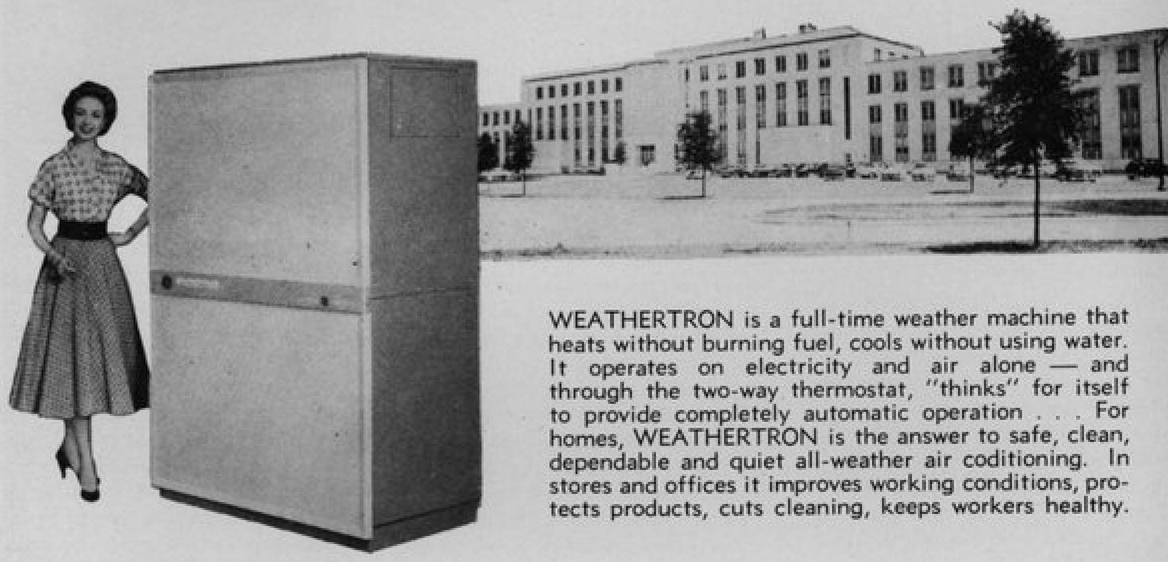
By ARTHUR LEE CAMPBELL, AIA
President

We plan for a big year in 1957, primarily because of the Centennial Birthday of the Institute. Florida North is fortunate in having Tom Grand head up the Centennial Observance committee. Tom has been most energetic in preparing for the week of celebration. Presently the chapter plans to present Dr. Turpin Bannister, FAIA, the new Dean of the College of Architecture and Fine Arts, to the people of Gainesville in a reception which is planned to take place Sunday of the celebration week. Later on during the week, Dean Bannister will be invited to speak to distinguished citizens in government, business, science, education and the Arts at the regular chapter meeting.

Tom Grand is also preparing the way for Architects who are chapter

*(Continued on Page 20 )*

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# Design Awards, 42nd FAA Convention

The architectural exhibit feature of the 42nd Annual FAA Convention last November was not as representative of work in all sections of the State as have been former exhibits — or as the Convention committee for the 43rd Convention is planning to develop at Clearwater. Much of the work shown — in photographs, several excellent models and many outstanding renderings — represented offices of the greater Miami area. Thus it is understandable that six of the seven citation awards given by the exhibit jury went to architects local to the convention site.

Subjects of six of these seven citations are shown on the following two pages. The seventh was shown in last month's *Florida Architect*. It was the DuPont Building, now under construction in Miami, the design of which was represented by the same model displayed at the Producers' Council meeting last May in Los Angeles. Architects for the new building, which will house FAA offices and a lounge-meeting-room for the Florida South Chapter, are John T. Petersen and Frank H. Shuflin.

The jury awarded only one other citation. This was in the field of craft design and was an exhibit of the nearly-lost art of stained glass.

The Miami convention committee voiced disappointment that the architectural exhibit was not as varied nor as fully representative of current work as they had hoped for. High point in architectural exhibits sponsored by the FAA was that first shown in St. Petersburg at the 1953 annual meeting. This was of such excellence that it only recently ended an extended tour of many cities in the South Atlantic Region of the AIA and a number of South American countries — the latter tour under the auspices of the U. S. Department of State.

The Florida Central Chapter is already making plans to break their own record of 1953. Hope is that 1957 will bring about an architectural exhibit worthy of another international tour.



**A special citation went to Meyers Associates, Tampa, for this design in stained glass for the Palma Ceia Baptist Church, Tampa.**



**A seven-man jury picked the award winners. Shown here, during one of their deliberative discussions are, left to right, Herbert C. Millkey, AIA Regional Director; Leon Chatelain, Jr., FAIA, AIA President; William A. Stewart; Sadi S. Koruturk; Edwin T. Reeder and James Branch. The other jury member was Edward J. Coughlin.**



# Citations were given these buildings

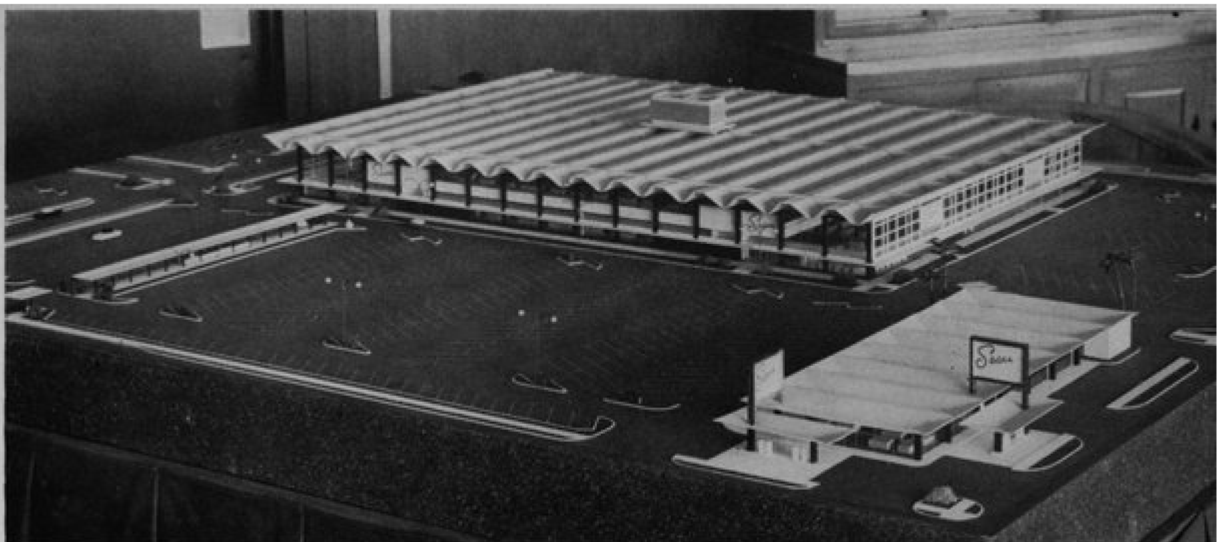
Above: The Chastain residence, Tampa, for which Mark Hampton was architect.



Right: Miami's Bal Harbour Club won another design citation for Alfred B. Parker.

Below: Watson and Deutschman, architects and engineers, were awarded a citation for their design for the University of Miami Library.





Above: New shopping center for Sears-Roebuck, currently under construction in Tampa, for which Weed, Russell, Johnson Associates were architects.



Right: Another citation went to Weed, Russell, Johnson Associates for their design of the Biscayne Federal Savings and Loan Building, Miami.



Right: The Jerome H. Weinkle residence won another citation for Watson and Deutschman. The design was presented in model form, shown here, and also a series of renderings.

## Florida North . . .

*(Continued from Page 15)*

members, to speak to various civic groups during the week. Further, we plan that the Florida North Chapter will prepare exhibit materials, which will be shown in downtown shop windows during Architects' week.

Since the forming, last year, of the Jacksonville Chapter and later the Northwest Florida Chapter, our membership is much more centralized. We experience good attendance at all regular meetings, but this is also due in good part, we feel, to the fine leadership that Jack Moore has provided for us the past two years.

M. H. Johnson, with program material made available by the University, has helped considerably in providing entertaining and educational programs for our meetings. Outstanding among these programs was one presented by the students of the Department of Building Construction, and an illustrated lecture by Dave Reaves on Mayan Architecture, the results of a trip Dave took to the Yucatan Peninsula.

Florida North Chapter makes a scholarship grant available to a worthy student each year. We intend to carry thru this program again in 1957; and we earnestly recommend to the other chapters of the state a like undertaking.

It is customary for our chapter to cease activity during the summer vacation months. At the beginning of each school year in September, however, we get things started again with a social meeting to which all the ladies are invited. We feel sure that this event will be a big success in 1957.

Florida North Chapter owns a copy of the film, "Architecture, U.S.A.", which has been shown only a few times locally, but with enthusiastic reception each time. We plan to make even more use of that film in the coming year.

We have found that our committees function more readily since becoming a small more closely knit chapter, and consequently we have reduced the number of committees by combining functions to the following: Committee of Chapter Affairs; Practice and Education; Public Relations; Industry Relations; Community Development and Special Design.

# Florida North Central

By DAVID W. POTTER, AIA
President



In beginning, I wish to thank *The Florida Architect* for this opportunity to greet the readers of this fine publication in behalf of the Florida North Central Chapter. We think the idea of a presidents' issue is good and it should be continued next year.

Our chapter is a very active one despite the fact that very few news items about it have been sent to this magazine during the year. Our present membership roster shows thirteen corporate and eleven associate members. During the past year we lost three corporate members when the Florida Northwest Chapter was organized. At this point, I would like to say, "Good luck and success to them and the new chapter to the west."

Future outlook for new members here is good, especially as to associates. An increase of at least one or more corporate members also is in prospect.

Plans for chapter activities for next year are already being formulated at this writing. ALBERT P. WOODARD will serve as Centennial Week chairman and CHARLES J. BENDA, JR., will be in charge of programs at meetings.

Our chapter hopes to take full advantage of Centennial Week to gain publicity for our profession and the AIA in particular. The program will generally follow the recommendations of the FAA committee as it appeared in *The Florida Architect* for November, although final plans have not been made.

As I look forward to 1957 there are a few things I would like to see accomplished by our chapter during the year. One of them is the initiation of a practical program of publicity and public relations that would bring to the local area a more definite appreciation of the local architect and the services that he has to offer. Another goal is the establishing of better relations with local groups of the building industry. Lastly, I want to see better cooperaton between the chapter and FAA, especially on the part of the chapter.

In conclusion, I want to say that visitors are always welcome at our chapter meetings. We would particularly like a visit from our district vice-president or any of the newly elected FAA officers.

Best wishes to all for 1957.



# Jacksonville Chapter

**By A. EUGENE CELLAR, AIA, President**

Due to the good ground work set up last year by President Meehan and his efficient officers, next year's officers feel that the Chapter can go forward and do an excellent job for the profession in 1957. The Charter Dinner Dance held last January 20th helped unite the Chapter members and showed the vast need to delve into community affairs and come up with some positive solutions. Also, the regular weekly Executive Committee meetings helped break down certain barriers that seemed to exist between some members and paved the way for better cooperation and interest. The dinner meeting honoring Mellen C. Greeley, FAIA, in May helped show some of the younger members what an architect can do in unselfish service to a community.

Perhaps one of the finest things accomplished was in August when we were able to perform our first positive step in the field of community affairs when the Chapter voted against the combined Auditorium, Sports Coliseum and Library project proposed by the Jacksonville City Council. This one step has given the Chapter confidence as a group; and we all feel that the new officers are eager to go forward and render an unselfish service to the community.

That is the excellent background which the 1956 officers set up for the officers and Chapter members for the year 1957. The 1957 Executive Committee has met several times and has spent considerable time in setting up new committees for 1957. All of the Committee Chairmen have been notified and several have already started planning their programs for next year. In addition, a questionnaire has been sent out to all members regarding the type and time desired for regular Chapter meetings so that, if possible, a calendar of the meetings and events can be prepared for the entire year.

These are some of the mechanics which have already been set up by the officers-elect so that the new year can be started off in high gear. It is also proposed to have at each business meeting a topnotch guest speaker to discuss allied fields which will be of interest to the profession. Some of us feel that architects are not well enough acquainted with some of the subjects which are closely allied to our profession. Therefore, we are planning to have speakers who can probably enlighten most of us on such matters as financing new construction, real estate appraisals, insurance in building, school planning, F.H.A., structural and mechanical engineering and legal matters. It is also planned that we have several meetings devoted to tours or exhibits through manufacturing companies which might further enlighten some of us, such as paint companies, concrete products companies, steel companies and others.

Perhaps one of the most important matters which the new officers propose to pursue this coming year will be that of the "Civic Improvement Committee." This Committee, headed by Robert C. Broward, has started the ball rolling toward the Jacksonville Chapter using its influence and help towards comprehensive planning and recommendations to the City Commission; all leading toward efficiency in civic improvements.

With the support of the young, energetic members, including the grand slate of officers, the president-elect of the Jacksonville Chapter feels that great things will be done in 1957.

# Florida Northwest

By HUGH J. LEITCH, AIA
President



The Florida Northwest Chapter, formed in 1956 with an initial membership of eleven, can now boast a membership of 10 corporate and 22 associate members. The Chapter was formed by the joint efforts of some of its Charter members, since the distance between Pensacola and the meeting places of the Florida North and Florida North Central Chapters was so great that few Pensacola members attended meetings.

Although we were unable to convince the City Council that one of our members might be helpful in filling a vacancy in the City Planning Board, the Board of County Commissioners agreed to make use of a local architect's advisory services on the recently formed Escambia County Planning Committee. We feel this will be beneficial not only to the Community, but to our Chapter in the field of Public Relations

This committee has met recently and will soon make recommendations to the County Authorities regarding county sanitation facilities, zoning, traffic controls, and other critical matters. We have more than our share of these problems due to the rapid growth of the immediate area — though most of this growth is occurring outside the City limits of Pensacola, where few controls apply. For this reason, the planning exercised by this committee will be most important and we feel fortunate that one of its members is a member of, and represents, our Chapter.

We have encouraged all members to become more active in Chamber of Commerce and other community affairs. Our plans include a joint meeting with the Associated General Contractors in the near future; and we hope this will result in improved performance on everyone's part by improved relations between architects and contractors.

The most important immediate project which we expect to pursue for 1957 is — as is probably the case with all chapters — the observance of the Institute's Centennial during February. Our tentative plans include a series of radio and TV programs during that month; and, with the aid of professional Public Relations Counsel, we hope to present for public consumption some information about the Institute's activities, the organization of AIA and FAA — and incidentally what our Chapter and its members is trying to accomplish in the practice of architecture. This observance offers a challenge to us to educate the public while "grinding our own ax" and our plans are to exploit this opportunity to the fullest.

Those of us from our Chapter who attended the FAA Convention this fall are naive enough to have been deeply impressed with the quantity of the "Miami" type architecture and the tremendous tourist industry that the Miami Beach construction represents. The area our Chapter embraces is in its infancy in tourism accommodations, but we look forward to the design and construction of projects of this nature which will at least give evidence of the fact that the architects in this area have been employed in their design. The different "look" between our architecture here and that of South Florida generally demonstrates that architects' services have been used much more extensively in the lower part of the state than here.

Correcting this situation is, of course, our long range goal; and it is hoped that 1957 will see some definite progress in this direction. We look for a busy year and one that will be productive in improving our Chapter's service to the Community, in its performance as individual members and as a body, and in its public relations program.

# Student Associate Chapter

By RANDY WEDDING
President

This fall has been a record-breaker in all respects. We have raised our membership to an all time high; we, through spectacular aid from the FAA and the Producers' Council, were able to have the largest representation of students at the annual convention ever recorded. In other respects we have sponsored an excellent lecture on "Yucatan" by David Park Reaves, AIA, of Gainesville; a field trip to Tampa and the Portland Cement Co. has proven most successful. In representing our school at the AIA sponsored National Association of Students of Architecture in Washington we have gained and exchanged valuable information with student groups from all of the 66 recognized schools in the nation.

As for the spring, the slate is even more crowded. Our big event will, of course, be the annual Home Show and Exposition to be held on April 25, 26, 27. The competition for the residence to be constructed in the stadium is based upon an 800 sq. ft. weekend retreat; and, from the quantity of the entries, appears to be an unusually excellent center attraction. In the embryonic stages are plans for education of the public as a whole through a program and slide lecture to be sent out by the Student Chapter to various high schools and civic organizations.

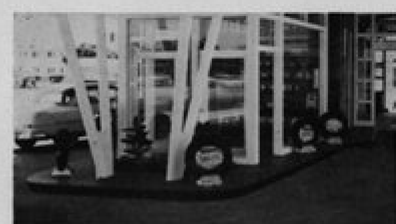
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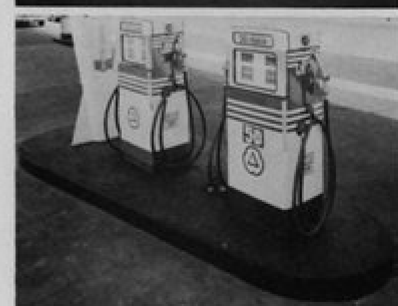
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# Mid-Florida Chapter

By JOSEPH M. SHIFALO, AIA
President



To the members of the Mid-Florida Chapter the Orlando-Winter Park area is becoming more and more a challenge. The new Glenn L. Martin plant and its influx of manufacturing will produce problems which present a challenge to all concerned with planning. Our school system, already overcrowded, will need the architect with vision enough to plan expandable structures for the minimum cost.

Housing for our increasing population continues to be our major source of economics. The young architect with his beginning practice should make every effort to work with the home builders to produce better design to house this new population. Much can be said for the amiable relationship between the architect and home builder, and the young architect can gain much needed experience as a stepping stone to bigger projects.

The architect's relationship with his community becomes the uppermost problem for all of us to face. At present the real estate profession, the general contractor, the home builder and eventually the individual client will feel that the need of an architect's services is only a waste of money unless each architect, in his own way, contributes to the betterment of community living by joining and contributing to the various civic bodies.

The Mid-Florida Chapter has enjoyed a very successful first year. At present there are 17 Corporate members, 6 Associate members and 17 Junior Associate members, and promise of more to come. Our Public Relations program for the past year has produced a much better feeling with the newspapers and with the television and radio media, and has gained for the architect a much better status as a professional man.

Winter Park and Orlando have both secured the services of City Planners who are in need of the advice and information that the local Chapter can give. It was with this in mind that the Mid-Florida Chapter has offered its services to the City Planners of both Orlando and Winter Park.

Our Chapter has initiated a school for the preparation of architectural people aspiring to take the Junior examination for registration. The course has been set up to run one year touching upon all the phases of architectural training. We have solicited the help of both practicing architects and specialist members of the building materials trades, all of whom have contributed very freely of their own time.

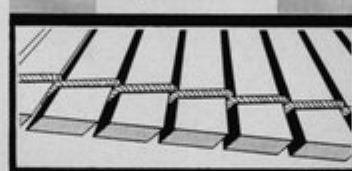
The Ladies Auxiliary is eager to contribute in any way our Chapter sees fit, and it is felt that much good can be gained from the use of the Ladies in the public relations field whereby talks to ladies' clubs, meetings and other groups could acquaint the "boss" of the family with the advantages of architectural services.

The East Coast from Melbourne to the south and Titusville to the north continues to grow in leaps and bounds. As members of the Mid-Florida Chapter architects in this area can contribute greatly to our Chapter activity and all architectural people in this area are urged to join the Mid-Florida Chapter. It is hoped that 1957 will give us a Chapter of some 75 members and that our Chapter will continually promote the betterment of man's environment with the contribution of the individual architect.











# Daytona Beach

By WM. P. GREENING, AIA
President

Daytona Beach Chapter looks forward to an active year.

Every-member participation is the outstanding characteristic of this chapter, which is small enough to allow each of its twenty-eight members to serve actively on committee work and chapter business. A steak dinner at Halifax River Yacht Club and a business meeting followed by a timely program characterize the monthly meetings, which are almost 100 percent attended.

Chapter growth last year showed a definite upward trend, wih seven new men joining the ranks. Seven more applications are now under consideration; and this increase is expected to continue.

As an effort toward helping the growth of the community the chapter has purchased three shares of stock in "Community Promotions, Inc.," a Chamber-of-Commerce-backed organization which devotes its energies toward persuading new industries to locate in this area.

Main emphasis next year is to be on public relations, with a series of television programs at Daytona Beach's new station first on the agenda.

The chapter also plans to initiate a Tradesman's Award, to be presented yearly from now on to a local tradesman for outstanding craftsmanship.



# Broward County

By MORTON T. IRONMONGER, AIA
President

In this era of apparently boundless construction, it behooves every one of us to try his level best to work in harmony with his professional associates and to promote the best possible good-will among all with whom he may come in contact. Our responsibilities as both architects and citizens involve not only the wider development of our own profesisonal interests, but also the progressive improvement of our home communities. During the year ahead we cannot fail to continue the progress that our Broward Chapter has already made along both lines of action.

There is still much to be done—and much that we can do. On our professional front, we must continue efforts to promote the public understanding of and the public's good will toward our profession and our work. We must set high standards of service and performance for ourselves and all our associates; and we must demonstrate through such service that the architect's position of building industry leadership is fully justified. That is the best type of public relations program possible. Though the Chapter itself can help promote it, actually it is up to each individual member to make it work.

We have a responsibility also to the young people in our profession. This year I hope to see our scholarship program in full operation. And I hope also that we may be able to follow the example of other Chapters and begin an active program of training courses for our junior members and office associates.

This year also should be one of especially close contacts with other AIA groups in Florida — and also with groups representing other elements of the building industry. We should give freely of our interest and effort on work with and for our State Association; and I hope that this year may also see the start of a closer cooperative contact with our engineer and contractor friends in Broward County.

Relative to our community, the matter of improving and coordinating our building codes is an urgent one. We need to work closer with officials of our various public boards to establish better and more equitable working

*(Continued on Page 28)*

## Broward County . . .

*(Continued from Page 27)*

relationships. And we have the continuing responsibility as trained planners to take active interest in our community growth and development —and by cooperative means I hope we can make that interest evident this year as our professional contribution to the overall physical improvement of our area and towards the solution of its many difficult and pressing development problems.

These are only some of the things that call for action during the coming year. Toward these various ends I pledge myself to do my utmost — not only for my Chapter, but for the general public as well. I'm sure that I speak also for every member of the Broward Chapter. On such a basis, 1957 cannot help but be a banner year for Broward County.

## Use of Architect's Seal Is Covered by State Law

Recently the State Board of Architecture had occasion to comment on the proper use of an architect's seal as covered in Section 467.15 of the registration law (Florida statutes of 1955, Chapter 467).

The law designates that every registered architect shall have a seal *"with which he shall stamp all drawings and specifications issued from his office for use in this state."* Note this clause does not include "all documents issued from an architect's office." But it is specific on the matter of plans and specification for use in the state. It is an open secret that not all architects' drawings or specifications are being sealed. Thus the Board thinks it timely to stress the legal use of the seal and to suggest that all architects registered in Florida take special pains to see that requirements of the law are met.

Another clause in the same section prohibits an architect from using his seal *"unless holding at the time a certificate of registration and all required renewals thereof."* Thus, any architect who fails to obtain a renewal within the time limits designated by rules and regulations of the Board is actually violating the State Law, if during that time he continues to operate an office and use his seal.

# News & Notes

## Polk County Architects Organize Local Group

On December 12 a group of eight architects held an organizational meeting to form the Architect's Association of Polk County, with headquarters in Lakeland. Members include all registered architects in the county; and the stated purpose of the new group is *"to do all we can to lift the profession to a higher standard."*

Officers, who were elected to serve for six months, are: A Wynn Howell, president; George Lees, vice-president; Alf O. Barth, secretary-treasurer. Membership also includes: Braxton L. Bright, Donovan Dean, Charles N. Johnson, Richard P. Jones, George Lee Kramer, Gene Leedy and Thomas V. Talley. Regular meetings have been scheduled for the second Thursday of each month.



**The Auxiliary of the Florida Central Chapter is already formulating plans for helping the Chapter act as hosts for the FAA's 43rd Annual Convention at Clearwater. Recently elected officers for 1957 as shown above are, left to right: Mrs. Donald Jack West, secretary; Mrs. Ernest T. H. Bowen, II, treasurer; Mrs. Archie G. Parish, vice- president; and Mrs. Elliott B. Hadley, president.**

## Florida South Meeting

Following what has now become an established custom, Florida South's December 11th meeting at the Urmey Hotel was highlighted by presentation of yearly craftsmanship awards and designation of Craftsman-of-the-Year. The Chapter was dinner host to ten craftsmen selected as outstanding by a committee headed by Jerome Schilling who presented each with a certificate.

T. Trip Russell, retiring next month as Chapter president, presented a report which stressed the continuing need for architects to fight collectively against infringements of their professional position and called for closer watch of and contact with municipal boards which show "an increasing tendency to make the architect's road a hard one."

Next month presidential duties will be taken over by Wahl Snyder, with Irvin Korach as vice-president, Edward G. Grafton, secretary and C. Robert Abele, treasurer.

The Chapter's Annual Inaugural Ball will be held January 19, 1957, at the La Gorce County Club, Miami Beach. By custom it will be a formal affair, with cocktails at 7, dinner at 9 and dancing until 1 a.m. The Inaugural Ball Committee, headed by James Deen has developed a program themed on the AIA's Centennnial observance. Reservation will be necessary and can be obtained from Scott B. Arnold, 803 Douglas Entrance Building, Coral Gables.



**Reuben J. Carter, marble mason with Bernhardi, Heaton and Hill, was chosen Craftsman-of the-Year by the Florida South Chapter committee headed by Jerome Schilling, left. Here he is being congratulated by T. Trip Russell, right. The Chapter presented Carter with an engraved and beautifully chrome-plated trowel as tangible evidence of his skill and ability and the architects' gratitude to people like him who produce what architects design.**

## Broward County

At its annual election meeting, November 30, 1956, at Ft. Lauderdale, the Chapter voted to return Morton T. Ironmonger as president for 1957. Other officers named are: Donald H. Moeller, vice-president; John M. Evans, secretary, and Joseph T. Romano, treasurer. Members also voted to set aside $1,000 of their funds for use as an architectural scholarship fund; and an additional $1,000 for expenditure toward improving the public relations techniques of the Chapter. Recommendations for the administration of programs made possible by the two funds will be presented by committees at the Chapter's next meeting.

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## News & Notes

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As one means for highlighting the AIA's Centennial, plans were started for a dinner meeting of the Chapter to which County and civic leaders would be invited, with a committee to be named charged with developing an impressive and constructive program for the affair.

General discussion stressed the urgency for Chapter action on revision and improvement of existing building codes. CHARLES MCKIRAHAN and WILLIAM VAUGHN are now serving on the Ft. Lauderdale city Code Committee, with JAMES M. HARTLEY serving similarly in Hollywood. These men were included in a committee named to work with all county municipalities toward establishing a uniform code now vitally needed.

Establishment of a Chapter news letter was vetoed in favor of reporting Chapter affairs regularly in columns of *The Florida Architect*. A magazine representative from the Chapter will be named for this purpose. Among the guests was MAC TAYLOR, engineer with the R. H. Wright & Sons Company, who showed slides of the Blanker school roof collapse in Orlando.

### New Aluminum Award

One of the most sweeping award programs ever developed for the recognition of advanced design has been announced by the Reynolds Metals Company. Called the "R. S. Reynolds Memorial Award," the program involves the sum of $25,000 which will be given annually to *"an architect, anywhere in the world, who has made an outstanding contribution to the use of aluminum structurally or esthetically."*

The award will be made for completed work only; and submissions will be judged by an independent Committee on Awards to be named each year from a list of outstanding architects. According to the announcement, the intention of this program is to encourage an exploration of the great potentialities of aluminum as a structural and esthetic material. Thus the Committee's chief consideration will be to evaluate the creative character of work submitted rather than the size or type of structure.

The Committee on Awards will work under procedures established

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## Public School Work . . .

*(Continued from Page 4)*

construction costs above $150,000. This would result in an aggregate fee of 4.65 percent for a $1-million project, slightly less than that provided in the Dade County schedule.

**Hillsborough County:**

From a Tampa office this comment was received:

*"The recommended guide of proper minimum architectural fees, Schedule 'A' (developed by the Florida Central Chapter, AIA) is the generally accepted schedule in this area, the fee being further interpolated between the limits set up in the schedule. In rare instances the fee is as much as 10 percent of the cost of the work."*

The schedule referred to covers "complete architectural, structural and mechanical engineering services, including supervision of construction" and provides for 6 percent for projects costing up to $100,000; 5½ percent for those from $100,000 to $250,000; 5 percent for those from $350,000 to $500,000; 4½ percent for those from $500,000 to $1-million; and 4 percent for all projects with costs over $1-million. The schedule further provides that "A fee from 2 to 3 percent higher than those listed is proper on alterations or remodelling work . . ."

**Pinellas County:**

Following is a quotation from a Clearwater architect's answer:

*"There is no recommended schedule of compensation for public school work in use in Pinellas County. However, we understand that the compensation has been increased from the 2¾ percent of a few years ago to approximately 6 percent today. We believe 6 percent to be the minimum practical fee, regardless of the size of the project.*

*"It is customary in this area to include the services of consulting engineers in the stated fee. Cost of these services varies from one-quarter to one-third of the total fee. We assume that complete service would be furnished on public school work, including preliminaries, working drawings, specifications and supervision."*

**Sarasota and Hendry Counties:**

A Sarasota architect comments:

*"In neither county has there been a published schedule of architectural*

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# "A New Century Beckons . . ."

*(Continued from Page 7)*

newsstands and in bookshops throughout the country, thus making available to a large public a comprehensive review of American architecture of the past century.

Dean JOHN E. BURCHARD of the School of Humanities and Social Studies at Massachusetts Institute of Technology is writing a book on the social aspects of American architectural development. Dean Burchard's brilliance as an observer and commentator was clearly demonstrated when he delivered the keynote address on *Architecture for the Good Life*—a highlight of the Los Angeles Convention last year. We can look forward to a stimulating commentary that will be of great interest to the public as well as to the architect.

A competition was held for the design of a U. S. postage stamp honoring the Centennial year. There were more than one-hundred entries and the winning design has been submitted to the Postmaster General. We have every reason to believe that the stamp will be issued, although at this writing we have not received official notification.

Our own HENRY SAYLOR is writing an anecdotal history of the Institute that will appear in a special issue of the *Journal*.

Regions and chapters are holding appropriate ceremonies in their own areas throughout the year.

I look forward to welcoming you all in Washington in the spring when we will come together from all parts of the country and abroad to celebrate our one-hundredth birthday from May 14 through 17. As a salient part of this Centennial Celebration Program, the Institute is inviting as participants a number of distinguished persons who are eminently qualified to discuss the forces which shape man's environment.

Since our interest is directed to the future rather than to the past, and to the influences of society upon architecture rather than to the practice of architecture itself, these discussions will explore the predictable potentials of such elements as our new technology; the international problems created by the shrinkage of time and distance; the pressures placed on resources by changing economics and expanding population; the status of the arts in a dynamic civilization; and the impact of these interrelated movements upon our environment of tomorrow. We are confident that these discussions will lead to both thinking and doing, and that they will indicate the paths which we must tread if we are to mould, rather than simply endure, the events of the future.

The theme of this Centennial meeting, "*A New Century Beckons*", is evidence that we are a forward looking profession. While honoring those who have made possible the high position we have achieved, we shall consider the Centennial year as the beginning of a new century. We look ahead with confidence to a glorious future and we will continue to carry out the original objectives of The American Institute of Architects — *"to make the profession of ever-increasing service to society.'*

## Public School Work . . .

*(Continued from Page 31)*

*fees, but it has been the policy to pay a fee of 6 percent based on the actual value of the work built. Normally, alternates which are planned for but not built into the work are not reflected in the architect's fee, unless such alternates involve a major item of planning.*

*"The architect is not reimbursed for engineering fees. The services of the architect cover preliminary studies and specifications, cost estimates, and normal architectural supervision of the work under construction."*

As an additional comment he writes:

*"There is a vast difference in the costs of planning an elementary school as compared to those in the secondary level. A fee of 6 percent is satisfactory for elementary schools in this area, but the fee for secondary schools, either junior or senior high, should be at least 6½ percent, preferably 7 percent. On remodeling or additions, the fees should be increased by not less than an added 2 percent."*

**Daytona Beach:**

The following is from a Daytona Beach office which does much school work in that and several other mid-state areas:

*"We receive 6 percent of the total cost of the work in all counties except one, which is presently at 5 percent and which we are attempting to adjust upward. The services covered by the fee are those contained in the standard AIA B-102 contract between owner and architect; and all of our contracts are written on that form without changing contents therein."*

**Palm Beach:**

For complete architectural service—but including also the cost of engineering services necessary for provision of required mechanical and electrical systems—the prevailing compensation is 6 percent. In the case of alterations and additions, the rate is increased to 8 percent.

**Alachua and Nassau Counties:**

Fee schedules were established by negotiation in 1953 and have been in effect since. To quote from a Gainesville office:

*(Continued on Page 34)*

# ··BUILDERS' ROSTER··

Contracting firms listed below have either been recommended by practicing architects in their locality or are trade association members of recognized standing. AGC—Associated General Contractors; FAEC—Florida Association of Electrical Contractors; ACI—Amer. Concrete Institute; NCMA—Natl. Concrete Masonry Assoc.; NRMCA—Natl. Ready-mixed Concrete Assoc.; FCPA—Florida Concrete Products Assoc. C—Person to contact.

## — CHARLOTTE COUNTY —

**GENERAL**

**Cleveland Construction Co., Inc.**
Harborview Rd., Punta Gorda
Phone: NE 2-5911
C—Roy C. Young, Pres.—AGC

## — DADE COUNTY —

**GENERAL**

**Avant Construction Co., Inc.**
360 N.W. 27th Ave., Miami
Phone: NE 5-2409
C—John L. Avant, Pres.—AGC

**Edward M. Fleming Construction Co., Inc.**
4121 N.W. 25th St., Miami 42
Phone: NE 5-0791
C—Ed. M. Fleming, Pres.—AGC

**PAVING, GRADING**

**T. J. James Construction Co.**
1700 N.W. 119th St., Miami
Phone: MU 8-8621
C-Randolph Young, Gen. Mgr.-AGC

## — DUVAL COUNTY —

**INDUSTRIAL & HEAVY**

**Henry G. Dupree Co.**
1125 Kings Ave., Jacksonville
Phone: FL 9-6622
C—Henry G. DuPree, Pres.—AGC

## — PALM BEACH COUNTY —

**GENERAL**

**Arnold Construction Co.**
S'te 7, Murray Bld., Palm Beach
Phone: TE 2-4267
C—W. H. Arnold, Pres.—AGC

**Paul & Son, Inc.**
921 Ortega Rd., W. Palm Beach
Phone TE 2-3716
C-P. D. Crickenberger, Pres.

**CONCRETE MASONRY**

**Shirley Brothers, Inc.**
N. Canal Pt. Rd., Pahokee
Phone: Pahokee 7185
C—Claude L. Shirley, Pres.—AGC
AGC assoc. NRMCA; FCPA; NCMA

**PLASTERING**

**J. A. Tompkins**
1102 North A, Lake Worth
Phone: JU 2-6790
C—J. A. Tompkins, Owner—AGC

**ELECTRICAL**

**Arrow Electric Company**
501 Palm St., W. Palm Beach
Phone: TE 3-8424
C—V. L. Burkhardt, Pres.—AGC Assoc.; FAEC

## — PINELLAS COUNTY —

**GENERAL**

**A. P. Hennessy & Sons, Inc.**
2300 22d St. N., St. Petersburg
Phone: 7-0308
C—L. J. Hennessy, Pres.—AGC

## — VOLUSIA COUNTY —

**CONCRETE MASONRY**

**Quillian's Concrete**
3rd St. - F.E.C., Daytona Beach
Phone: CL 3-8113
C—Hugo Quillian, Partner—AGC Assoc. NCMA; FSPA; NRMCA. ACI

## — GEORGIA—Fulton County —

**GENERAL**

**Beers Construction Company**
70 Ellis St., N.E., Atlanta 3
Phone: AL 0555
C—E. M. Eastman, V.-Pres.—AGC



## Public School Work . . .

*(Continued from Page 33)*

*"The schedule is on a sliding scale, but should not be confused with one that provides different fixed percentages for different cost jobs. It is: 6 percent on the first $500,000 of cost of any project; plus 5 percent of the next $250,000 of cost, plus 4 percent of the next $250,000 of cost. This provides for a fee slightly in excess of 5 percent on a $1-million project, but insures 6 percent on any project costing less than $500,000.*

*"With reference to services covered by the above fee, it does include services of consulting engineers on ordinary parts of the work such as plumbing, heating, etc., but would not include the cost of any special consultants which might be required because of unusual circumstances. The fee also covers both architectural planning and supervision. The only special provision included in our usual contract is to the effect that reimbursement for travel, etc., will not be made unless such travel is specifically authorized by the owner. Our contract also provides that any reproduction costs beyond ten sets is to be borne by the owner."*

**Duval County:**

The Board's compensation schedule is the same as that of Alachua County, with the added stipulation that the fee shall be 3½ percent of all amounts exceeding $1-million of project costs. The Board's architectural contract includes these special provisions: A time limit is set for preparation of drawings. The architect is held responsible for the correctness of his work; and, with certain provisos, he is also held responsible for designing within a budget.

**Escambia, Santa Rosa Counties:**

The following is from a Pensacola architect:

*"Our office has observed the custom in this area of charging 6 percent for school work in this county, which fee includes preliminaries, working drawings and specifications, and supervision. The 6 percent also includes engineering fees, but does not include clerk-of-the-works, or full-time superintendent if one should be required. Our Chapter has not established any well-defined policy regarding fees or proposed fees."*

## News & Notes

*(Continued from Page 30)*

with the counsel and cooperation of the AIA. Full information relative to the new program can be obtained from: *The R. S. Reynolds Memorial Award Committee, Third and Grace Streets, Richmonds, Virginia.*

### Study Course Follows-up 42nd Convention Theme

The Florida Planning and Zoning Association is co-sponsor of a two-day course on street and highway planning, parking and traffic control to be held in the National Guard Armory at Clearwater, Janaury 31 and February 1. Other sponsors of the sessions, which are open to all architects, are the Florida State Road Department and the Southeast Section of the International Signal Association. The course will be presented by the General Extension Division of Florida.

Detailed information regarding it and applications for attendance are available from Fred Bair, J., Executive Secretary, Florida Planning and Zoning Association, P. O. Box 783, Auburndale, Fla.

### FAA Directors' Meeting

First 1957 meeting of the new FAA Board of Directors will be held in Jacksonville, January 12, at the Riverside Club in the new Prudential Life Insurance building. It will begin with a 12:30 luncheon as usual.

President Wortman is especially anxious that all directors attend.

## Producers' Council Program

The Miami Chapter's biggest party of the year was held at the Coral Gables Country Club the evening of December 13th. Attended by more than 300 producers, architects and engineers from the Greater Miami area — most of whom were accompanied by their wives — the gala affair started with cocktails at 6:30, progressed through an excellent roast-beef dinner and wound up with dancing.

It was strictly a fun-night following a policy which has become almost a custom of the Producers' Council program in Miami. The yearly event is given, according to Chapter President Nicholas Nordone, "to show the appreciation of Producers' Council members to architects and engineers whose interest in improving the quality of building design has made possible the growth of Producers' Council firms in the Miami area."

The Chapter will continue its program of informational meetings for architects during 1957, with the next one scheduled for January 22. Host will be the Arcadia Metal Products company.



### ADVERTISERS' INDEX

in conference...

# Good Custom for A New Year



The making of New Year's resolutions seems to have gone the way of the antimacassar, so far as popularity is concerned. No modern-day architect would seriously wish back the clutter that certainly must have tempered the gaiety of the Victorian nineties. But if a few resolutions were made right now — and then kept, unbroken, through years to come — several practices which are hurting architects as a professional group would pass into welcome oblivion automatically.

Here are a few. They come as suggestions from a number of different sources — so in each case there are more reasons than one for their adoption.

STOP CUTTING FEES . . . This is for the architect with a big volume of work and a small balance in the bank. Any compensation lower than that *generally* recognized as professionally adequate can bring but two results to the architect who offers it. One is a net income too small to pay him properly for practicing his profession. The alternate is shoddy service that fosters poor building values and high building costs.

Unfortunately, there's a wide field for adoption of this resolution.

STOP BEING A PIRATE . . . This, too, is one for the architect who pays only lip-service to professional ethics. Such men will raid established offices of skilled personnel. They will sometimes offer over twice the going salary rate to turn out a "special job." Then they charge their client on a "cost-plus" basis — as little as double their personnel costs.

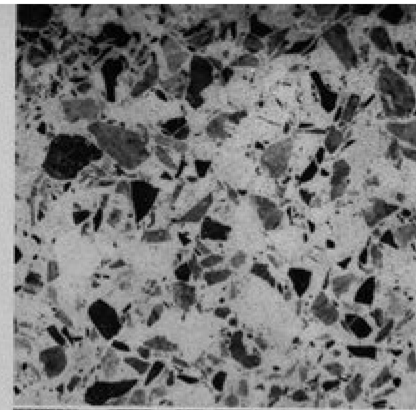
Nobody — but *nobody* — benefits here. The client pays less than a professionally adequate fee. But the service he gets is expensively meagre. The architect barely makes an operating overhead on the basis of his "cost-plus" charges. And the employee, once a responsible member of a soundly-operated office, is more than likely to find himself and his doubled-up salary out looking for another business home after the "special job" has been completed as cheaply and as quickly as possible.

KEEP QUALITY UP . . . This is a resolution for everybody. If the public is to regard the architect as the captain of the construction team, it's justified in demanding his best efforts on every phase of his work. If a product is good enough to be selected and specified, it's what should be built into the building. Substitution is becoming more than a nuisance. It is rapidly growing into an evil which is skyrocketing the costs of building maintenance because it is lowering the standards of good construction.

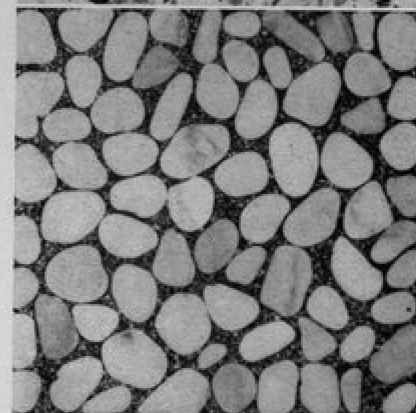
That alone is bad enough. But the architect who allows substitution as a regular routine of office operation is doubly guilty. First, he has not properly researched the technical needs for the buildings he is designing. And second, he is giving his client a building value based on one specification, but permitting a lesser value to be delivered through use of materials and equipment other than those specified.

Most important of all, how can a client depend on the judgment of a professional coordinator of building products and trades — if that judgment can be shaken and the product specification changed merely at the insistence of a beguiling tradesman?

# Marble Mosaic Tiles...

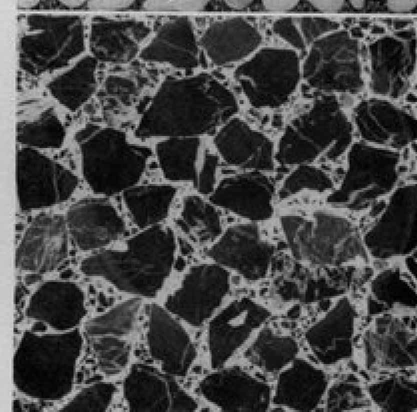


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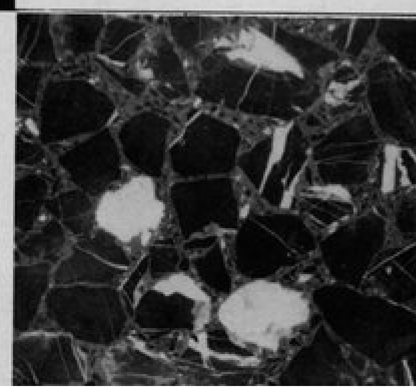
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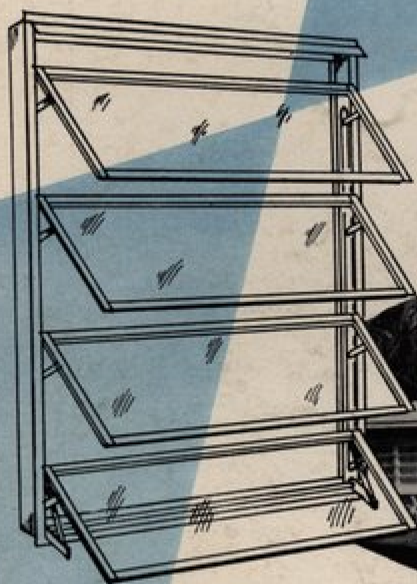
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